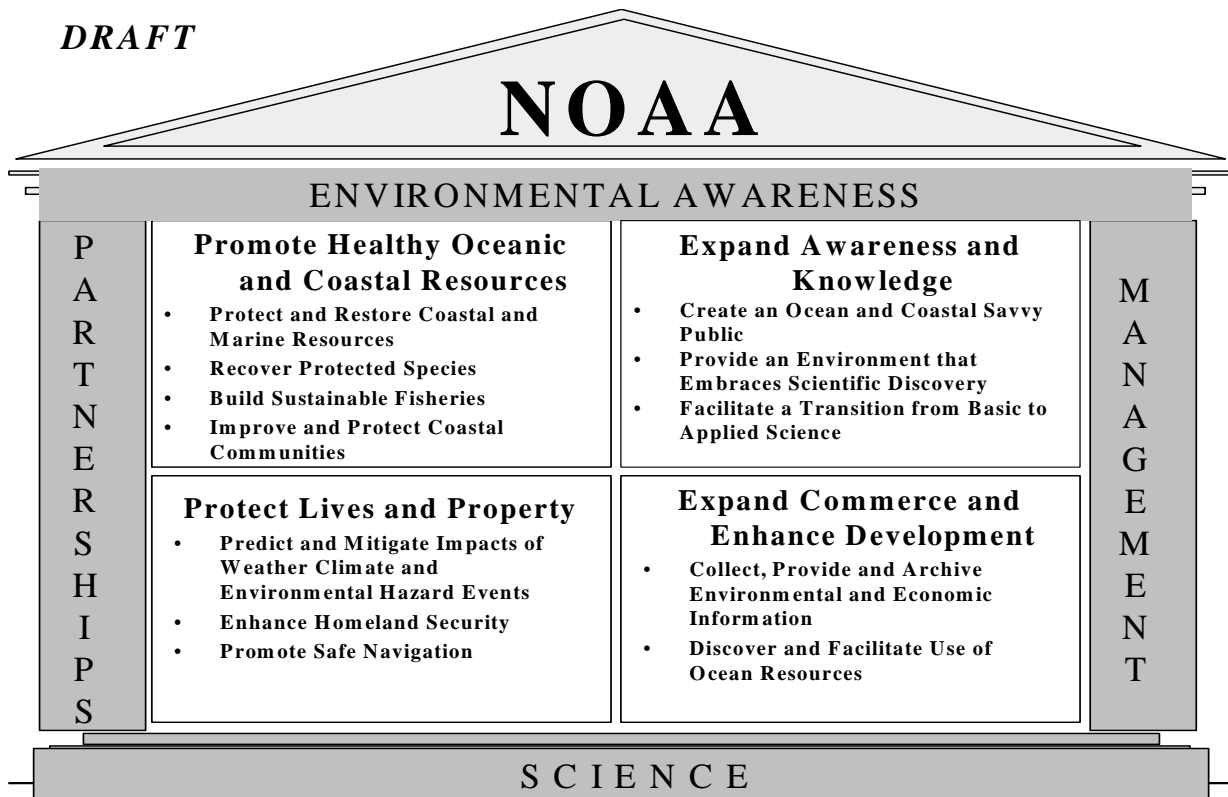


Summary of Washington D.C. Stakeholder Results

We have had two productive workshops/dialog sessions with Stakeholders in Washington D.C. on September 20 and 23. VADM Conrad C Lautenbacher, Jr. (ret), the Under Secretary of Commerce for Oceans and Atmosphere and Deputy Under Secretary Scott Gudes hosted the workshop. Following an introduction of NOAA's Strategic Planning process by Performance Institute, VADM Conrad C. Lautenbacher, Jr.(ret.), took questions on the strategic planning process. On September 23, VADM Conrad C. Lautenbacher, Jr.(ret.), opened the meeting with Deputy Assistant Secretary Timothy R.E. Keeney, who has been tasked by the Under Secretary to develop NOAA's new Strategic Plan.

About 47 External Stakeholders participated the first day small workshop and about 73 participated the second day in the facilitated discussion. The External Stakeholders represented industry, state governments, associations, non-profits and academia covering a good range of traditional NOAA Stakeholders.

The attendees began the first day by reviewing the three End Outcomes themes– **Healthy Oceans and Coasts, Protect Lives and Property and Expand Commerce and Enhance Development**. The attendees created a fourth End Outcome – **Expand Awareness and Knowledge** - and brainstormed strategies and performance measures. This large group discussion was captured in the following charts:



Healthy Oceans and Coasts

Inputs		←	Intermediate Outcomes	←	End Outcomes
\$			<u>Strategy 1</u>		
<i>FTE</i>					
\$			<u>Strategy 2</u>		
<i>FTE</i>					
\$			<u>Strategy 3</u>		
<i>FTE</i>					
\$			<u>Strategy 4</u>		
<i>FTE</i>					
\$					
<i>FTE</i>					
\$					
<i>FTE</i>					
\$					
<i>FTE</i>					
\$					
<i>FTE</i>					

Protect and Restore Coastal and Marine Resources

Measures:

-Percent of waters meeting federal standards for health and environmental quality (CWA, CZMA, etc.) 16

-Annual Inventory of: Beachline (acres), Coastline (miles), Wetlands (acres), Estuaries (acres), Fish Runs (miles) 0

-# of Acres/River Miles Restored 3

-# of Successful Partnerships 1

-Coastal Inhabitants Environmental Awareness Index 1

-Reduction in Resources Committed in Maintenance of Restoration Initiatives 0

-Ratio of Coral Bleaching to total area of Coral Reef 3

-Keystone Species (e.g. Oysters) 14

Recover Protected Species

Measure:

-# of candidate, threatened, endangered or trust species in stable or upward trend 9

-# pounds of catch annually 1

-# of critical habitat acres restored 4

Build Sustainable Fisheries

Measure:

-% of Fisheries meeting Maximum Sustainable Yield (or Optimal Yield) 6

-% of Stocks assessed for sustainability 1

-% of fish management plans accepted 3

of Successful Partnerships 0

Improve and Protect Coastal Communities

Measure:

-% of Coastal Communities with Non-Point Pollution Control Program 4

-% of Coastal Miles Accessible to Public 1

of Debris in a mile 0

of Beach Postings 9

-% of Coastal Community Economies within National Economic Growth Averages 0

Protect Lives and Property

Inputs Outputs		←	Intermediate Outcomes	←	End Outcomes
\$ FTE			<u>Strategy 1</u>		Predict and Mitigate Impacts of Weather, Climate and Environmental Hazard Events
\$ FTE			<u>Strategy 2</u>		<i>Measures:</i> -Ratio of Loss of Life to Occurrence of: Tornadoes, Flash Floods, Hurricane Lightning, Flooding, Oil Spills, Tsunami, other extreme weather events 17
\$ FTE			<u>Strategy 3</u>		-%accuracy and #lead time of predictions of adverse weather and climate Conditions 23 -\$ value losses Adverse Space Weather, Certain other Events Ratio to Occurrence 4
\$ FTE			<u>Strategy 4</u>		-%Up-to-date Hazard Maps 4 -%Awareness of Warnings 1 -False Alarm rate by Type of Warning 5 -#Satisfaction by Emergency Managers in Forecasts 1
\$ FTE					Enhance Homeland Security <i>Measures: (Classified)</i> -%of harbor and ports where hazard maps that are up-to-date 2
\$ FTE					-%satisfaction by national security and homeland security managers in NOAA weather and climate Information 5 -#of population living in areas Instrumented with Meteorological, water, NBC capacities 14 -Reduce #of Terrorist False Alarms due to Natural Events 5
\$ FTE					Promote Safe Navigation -%of Charts Updated 7 -#of Navigationally Related Accidents due to Inaccurate Charts, Water Levels, etc. 13 -#of Partnerships with Safe Boating Organizations 1 -%Penetration/Awareness based on Issuance of Warnings 1

Expand Commerce and Enhance Development

Inputs Outputs			Intermediate Outcomes	End Outcomes
\$ FTE		<u>Strategy 1</u>	Collect, Provide and Archive Environmental and Economic Information <i>Measures:</i> -Weather/Climate Commercial Efficiencies Index (developmental, positive or negative): %improvement in sample cost indicators across weather/climate sensitive industries (aviation, telecom, energy, maritime, agriculture etc.) 13 -%of Prediction Accuracy 9 -# Timeliness of Data 0 -# Satisfaction with Information (Needs, Quality Data, Adequate Spatial Density, Reduce Uncertainty, Did Decision have Positive Impact, Accessibility) 16 -Ratio value of Natural Resources to the Value of the Coastal Economies that Rely on Them3 Discover and Facilitate Use of Ocean Resources <i>Measures:</i> -Net Value of resources taken out of oceans 0 -%of Adequately Charted Waters 4 -# of new Discoveries of Ocean Resources 8 -Social and Economic Value of Ocean Resources 12	
\$ FTE		<u>Strategy 2</u>		
\$ FTE		<u>Strategy 3</u>		
\$ FTE		<u>Strategy 4</u>		
\$ FTE				
\$ FTE				

Expand Awareness and Knowledge

Inputs	Outputs	← Intermediate Outcomes	← End Outcomes
\$ FTE		<u>Strategy 1</u>	Create an Ocean, Coastal and Atmospheric Savvy Public Measure: - #score on public awareness survey (demographically charted) 4 - # of Public participation and Comment on Issues and Regulations 4 - # of Media Citations 5 - # of Partnerships, both with Government Agencies, Private Industry, NGO 13
\$ FTE		<u>Strategy 2</u>	Provide an Environment that Enhances Scientific Discovery Measure: - # of Significant Discoveries Made 3 - # Ratio of Data Entered to Data Used 9 - # Data Expanse 3 - # of Science Citations Indexed 2 - # of Web Sites Hits and Inquiries 2 - # of Publications and Patents 6 - # of User Satisfaction (Need, Reduced Uncertainty, Decision had Positive Impact) 6 - # of graduates in various fields 7 - # of scientists in National Academy of Sciences 1
\$ FTE		<u>Strategy 3</u>	Facilitate a Transition from Basic to Applied Mission Science Measures: - # of Research Models Transitioned into Operational Models 19 - Amount of Cycle time it takes to Transfer from Research Model to Applied Models 10 - Amount of Cycle time it takes to Transfer from Applied to Operation 11
\$ FTE		<u>Strategy 4</u>	

Day 2 Morning - Stakeholder Group Discussions

After the opening, the five End Outcomes themes were grouped in to breakout tables and the external stakeholders were able to choose a discussion table. The discussion centered on strategies and potential performance measures for the five End Outcomes. Each group briefed their discussion points to the large group. The information below captures important themes and ideas discussed within each group.

EXPAND AWARENESS AND KNOWLEDGE STAKEHOLDER GROUP

Strategy 1

- Create an informed public in regards to Oceans, Coastal, Atmospheric, and Climate issues.

-Centralized, funded structure

-Focus on Partnerships

Strategy 2

-Facilitate a transition from basic and applied research into operational use.

Strategy 3

-Create effective partnerships

- User community
- Academic community
- Organizations with aligned goals
- Private sector

Apply Research

-Promote education to public about NOAA's role and information provided by NOAA

-We need to recognize atmosphere and climate into this strategy

-Increase awareness about what is presently being done by NOAA:

- Communication
- Education programs
- How to find present resources

-We need a centralized outreach office for general public to report or retrieve information.

-Define the target audiences:

- Emergency managers
- Private weather services
- Academics
- Scientists
- Public Affairs

-Identify Publications to communicate to target audiences.

-Create a strong communications team to convey NOAA's information to all audience's constituents:

- Need to articulate the message
- Focus on outreach vs. PR

-Leverage by working with Partners who know NOAA's mission in following areas:

- Articles

- Meetings

-Review current NOAA structure re: communication, education, outreach

-Utilize other distribution methods, other than just NOAA to set information disseminated (grants, exports, public television, etc.)

-Allow partners access to raw data so they can develop high value products

-Create topic based information sources vs. programmatic based sources (centralized based on topic, instead of grouping based on the agency.

-Invest in these resources to achieve the level of communication and education desired

- Avoid science by press release
- Partner with other government agencies where outreach goals are aligned

Embrace Scientific Discovery

- Flexibility to address and gather information on scientific events
- Partnering with externals to share scientific information – University community and private sector

-Create a metric to determine/elevate forecasting and archiving activities

-Reward/Recognize data stewardship to ensure integrity of data

-Maintain observational systems that monitor climate system.

-Expand observational capacity i.e. space weather

Facilitate Transition Basic to Applied Science

-Identify Focal point to establish responsibility within NOAA

-Work with industry to identify priorities and needs of external partners

-Identify user groups of the information

-Deliver timely research and data to the ultimate user possible measure: Amount of observational research programs

possible measure2: Cycle time for research to make it into operational use.

HEALTHY OCEANIC AND COASTAL RESOURCES GROUP

The group began by discussing whether the stated end-outcome is ok. They decided that it depended on how you define “Healthy” and how you define “Resources”. For resources, make sure the definition is systematic and not single focus issues. Wording reflects change in mission concern with mixing economics and resources. The group prefers dropping the word “resources” and replacing it with “ecosystems”. The group also stressed the need to integrate the “boxes of end outcomes” with NOAA management goals.

Strategies:

Some of the burning issues include:

- Baseline assessment of separate science from allocation/management
Implementation idea: Change FMC’s decision-making process
- Stronger role for NOAA science
- Decouple key components of NMFS (eg. Protect resources, ESA, fish management/regulations)
- Science component of organization must have control over its resources
- Councils and regions are NOAA clients

The Group suggests a crosscutting science office with the following strategies:

- Build partnerships with states and everyone else
- Expand Sea grant/Extension Agencies

-We need to improve the academic connection for research in the following areas:

- Science
- School children education

For recovering species, we need to go beyond current view of the world. We don’t need to see ecosystems in conflict with everything else like industry.

We should focus on area-based management for regional issues.

We need other federal agencies to partner with us. We need to figure out how do you involve others without ties in management.

-Recovering protected species has poor leadership at NOAA. Some faults include:

- Reactive vs. proactive
- Waits until there is a lawsuit
- Need more internal communication
- Lack of competence in management and leadership
- Should have an attorney in-charge of ESA office

-The organization needs to be more forward thinking. The question to ask is: Where do we want to be in 20 or 30 years?

-Need a caveat for the issue of exploration and look 6 months-1 year out in terms of protected species. What needs to change to make it better?

-Change the consensus based process that is at work at NOAA.

Legal Issues:

-Congress writes fuzzy laws. We need to organize and anticipate how courts would rule on issues and strategize accordingly.

-Do systematic analysis of lawsuits to determine how to do it better

Fish science – Our fish science is flawed. NOAA can count the fish but doesn't know where they live.

We need to be more cautious until NOAA has the science to back it up.

-We need to use modern technologies to be more effective in:

- Identifying tools that have recently developed
- G.I.S., similar types of tools
- Use for homeland security

NOAA should do analysis of cross cutting projects that have worked in the past. A good example is the EPA discharge permit from offshore drilling. Cooperative research. Working on number of agencies involved and laws and topics.

-A greater social analysis of decisions should be done and less emphasis should be placed on making political decisions.

Protection and Restoration of Coastal and Marine Resources

NOAA does not connect with scientists outside the usual NOAA community. NOAA needs to reach out and include outside scientists.

NOAA needs to recognize Scientists contributions.

To think outside of the box, NOAA needs to stop being NOAA and needs to step back and the “facilitator” amongst the various groups.

All entities, including NOAA, need to work together as a single entity to address issues.

Congressional earmarks should be tracked and reported on to Congress

At the same time, we need to think about changing the paradigm to look at issues more broadly/cross-cutting ways.

NOAA needs to manage resources on a larger scale – regional, large watershed level management.

NOAA has greater ability to work more flexibly in relation to other agencies. Is this a quantitative design or qualitative design in terms of measuring? Need to determine.

**The group suggests the new paradigm “Healthy Marine and Coastal Ecosystems”

EXPAND COMMERCE AND ENHANCE DEVELOPMENT GROUP

The group started with a discussion about the end outcomes identified.

- Sustainable Fishing Industry Missing.

- Commercial Shipping industry not apparent – the end outcome seems to be leaning towards the environment.

- Outcome they would like to see: Promotion of the ocean as a food source. (aquaculture)

- The group stressed the fact that “green” is not incompatible with “consumption” We seem to treat these two interests as being opposed to one another.

- NOAA is not fully utilizing all data available. Both fisheries and other types. (e.g. oceans, climate modeling, etc. etc.)

- NOAA doesn’t communicate well with industry.

- NOAA should facilitate the transition from basic to applied scientific uses with regards to knowledge about fisheries.

- We need to create a level playing field with respect to provision/release of NOAA data and observations, products (forecasts, warnings) consistent across all of NOAA

- NOAA seems to be short-changing some mandated (eg. Water levels, tides, navigation,) in preference to weather and environment.

- We need to ensure the adequacy of data/information NOAA provides.

- Become proactive in streamlining regulatory process in coastal regime. (e.g. offshore aquaculture)

- Need to improve dissemination of post-event damage information (e.g. severe storm wind damage, hail, etc. etc.) It’s important to treat post-event assessment similar to pre-event warnings to support mitigation, damage, recovery response.

- NOAA needs to promote communications between agencies in regulatory processes.

-NOAA must serve as honest broker between commerce and environment.

-NOAA should remember that its in the Dept. of Commerce.

-Incorporate Economic goals and environmental objectives by greater involvement of those with vested financial interest.

-Collect, disseminate, and archive environmental, observational, and economic information in a timely and uniform manner.

MEASURES:

The group then went on to talk about a number of possible key measures which could be used in service of the end outcome.

1. % market share of domestic fisheries
2. Reduction (#) in regulatory discard
3. Positive economic indicators for NOAA relevant industries
4. Accuracy and timeliness of release of data (both pre-event forecast and post-event assessment)
5. Post-event response time (possible link from FEMA #'s)
6. Reduction in time to obtain permits
7. Increase number in disseminating NOAA's success stories (e.g. publications, press releases, etc. etc.)
8. Improved timeliness in dissemination of data information
9. Reduction in uncertainty for provided services/products
10. Reduction in costs to deliver products and services
11. Value of shipping landed in foreign ports (e.g. from increased regs, poor forecasts, etc. etc.)
12. # relating to uniform, non-discriminatory release of information
13. # reduction in number of lawsuits filed
14. # reduction in number of regulations (redundant, duplicative, conflicting)
15. Increase in short sea shipping
16. # of small businesses enabled/started
17. # patents
18. Reduction in regulatory delays. (e.g. CZMA vs. offshore oil)

COMMERCE OUTCOMES:

1. NOAA as a provider of information of value
2. NOAA'S role as a member of the Department of Commerce
3. Efficient and Effective processes

Discover and facilitate use of ocean resources.

PROTECT LIVES AND PROPERTY GROUP

We need to understand Risks and Uncertainties:

- Promote understanding of uncertainty
- Understand probability
- Long term forecast
- Communications about what forecasts can and can't do.
- Extent of disaster area, level of severity

We need to define Partnerships:

- Roles of Fed/State/local/Private Sector
- NOAA's role should be to provide products and services to other groups
- What is the role of the National Weather Service, it duplicates the services providing by the private sector
- Enhance NOAA's capabilities to synthesize, help other partners
- Reduce duplication of efforts/products
- We should establish more world partnerships/International role needs to be expanded
- Emergency Management: The group wants there to be a direct link between emergency managers and NOAA
- Space Weather: Long range planning will be important in the future.

NOAA's core competencies:

- What should these be
- Greater efficiency of these
- Use others, (e.g. industry) to enhance our core strengths
- Do only what we are best at
- Social science engagement: we need to do a better job of this. Focus on geo-physical and social science

“Martha Stewart Syndrome” – NOAA needs uniform non-discriminatory release of all data and information. There is favoritism in NWS websites across the USA. More open release of data, access to data for all has a high economic impact. We need greater policy and guidance in this area.

NOAA's Budget:

- How does NOAA prioritize?
- How important are Budget included items?
- Promote understanding
- IS NOAA going after homeland security money?

Emergency Management:

- We need better access to information during an emergency. TV coverage is better sometimes than the NWS local
- Favoritism to targeted agencies might be warranted here. We need more direct communication.
- NOAA does a good job of communicating big weather events but needs to look at other events and their economic impacts (e.g. hail)

- It is too difficult to find the NWS information

Homeland Security and Life and Property:

- NOAA needs to promote safe navigation
- To what extent does NOAA have responsibility for inland waters, great lakes. Does the mission/strategic plan reflect this?

Cross cutting 4 buckets.

1. Environmental hazards
2. Climate change
3. Variation
4. Weather

There would need to be different strategies for each in each bucket above.

Highway Systems:

National Geodetic Survey – GPS. The stakeholders believe NOAA should have a role in this area.

IAEM – International Association of Emergency Managers

- NOAA needs to be more active with this group.
- NWS in particular should interface with them

Public Perception of NOAA

- NOAA needs to identify where to draw the line about how far into the public should NOAA data go.
- Clearly define to public what data/forecast NOAA will and will not provide
- NWS forecasters- look at duplication with private industry
- Takes budget resources away and duplicates other products
- Space Weather: NOAA is the best at this but there is no public awareness concerning the matter and NOAA's role. NOAA needs to look at where next opportunity lies.

Role of NOS at NOAA:

- NOS does not appear to be a priority at NOAA
- Most NOAA discussion in weather related.
- Charting is way behind
- NOAA must link to private sector and determine appropriate roles

General Statement: NOAA must figure out how to reconcile the 5 line office priorities.

The group then spent the remainder of the time talking about Specific strategies as listed below:

1. Increasing the lead time on watches and warnings for extreme weather
2. More emphasis of office of Federal coordination for meteorology and make it more well known.

3. Interagency – supportive of other agency Performance Measures. Get a synergy in performance. Go to OMB together to receive funding
4. Better dissemination of post damage assessment
5. Increase utility of long range climate forecasts – analyze the utility NOAA needs to study
6. What mechanisms work on communications, data and risk information?
7. NOAA products, identify their utility in areas like: what are their economic impact, Accuracy.
8. Increase personal interaction with clients
9. Classes – create better understanding
10. Look at contracting as a way to better communicate, interact with communities.
11. Improve Ship operations through better design, build and operations
12. Communication-Innovation
13. Move from Routine to new, unique, special areas
14. Develop observational network from space to fill the gaps. (private sector help needed)
15. Improve Observational network. The quality has deteriorated over the years. We need to maintain quality
16. Close gap as it relates to tools, resources, budget to evaluate the network
17. Educate Congress about space weather
18. Better interpretation of information assistance
19. Decision support to others
20. Better forecasts of demonstrative quality data.

Day 2 Afternoon – Internal Stakeholders

This workshop was held in Silver Spring in the NOAA Auditorium. The following represent the notes from that discussion.

We don't see Atmosphere area covered under increased knowledge and awareness.

Enhanced development doesn't sit well with this employee as a part of NOAA's mission.

Under knowledge quadrant, the dual concept of applied and basic science seem antagonistic. They are complimentary.
We should balance the two.

On expand commerce, we should have Enhance sustainable development.

Under expand awareness and knowledge, it is laudable but overriding role of NOAA is science and then the product. Want's a greater emphasis on the role of science. Promote scientific discovery instead of embrace scientific discovery.

Under three, leaving out targeting of customer groups. We need a clearer explanation of what our products are and explain to them. This can be achieved through seminars and workshops, in depth 2-3days.

Second and third bullets in quadrant entities are subsets of the first. They are natural resources. What's missing is sense of ecosystem or habitat.

Lower right hand quadrant, is collection of economic information for expanding the economy. We collect environmental information for the economy.

NOAA does collect economic information. On fourth quadrant, it struck me as unevenness between the quadrants. Unevenness between the two on the left side vs. the two on the right sides. They are means to an end. If you view right hand side as supporting the left, you get back to the current mission as stated earlier.

Under protect life and property, we need to get word water in there as well, In protect and mitigate bullet.

In Promote healthy oceans, would like bullet. Promote environmentally sound mariculture.

In lower left hand quadrant, should read: understand predict and mitigate

Atmospheric is missing, should be included in end goal. Promote Healthy Oceans end outcome.

Public health events should be added after Environmental hazard.

Protect Lives and Property, suggests changing safe navigation to safe operations.

In healthy oceans, last bullet says improve and protect coastal communities. It should talk about studying what would be best for the community. Study and determine sustainability of coastal communities.

In environmental awareness, would like to see it read: integrated environmental awareness.

Expand and promote safe navigation is a major issue. We need to promote safe navigation within Protect lives and property.

Ditto.

Collect, provide and achieve environmental and economic information should be a pillar.

Under expand awareness and knowledge, this was a goal intended to be the home for pathfinder research.

Expand awareness and knowledge, it should read expand knowledge and awareness because knowledge comes before being able to make people aware.

Operating efficiently and effectively is nowhere in the document. It should be a foundation stone of NOAA. It encompasses a number of issues.

Add: make transition from research to ?

In healthy oceanic resources, thinking of something that would encompass over that. Something like ??

Promoting, developing global observation systems.

Issues between means and end of the buckets. What needs to be addressed in dichotomy of the mission for resource protection and management and the mission to promote economic function of fisheries and resource use.

Need for partnerships at all levels, in past ten years the international presence of NOAA has expanded. Enhanced or increase overseas NOAA presence should be in partnerships.

4th bullet promote healthy oceans and coastal resources, we don't actually have too many things related to improving and protecting coastal communities, we should remove this.

In strategic planning, we try to understand the environment that we live and work in. We don't have clarity about this.

The important stuff comes in the next level down.

I think intent gets at issue of Coastal zone management. We should talk about issues of public access,

Alternate language: fostering well planned coastal communities.

Promote healthy oceanic and coastal resources talks about both parts of our mandate. We should look at an ecosystem approach and promote biodiversity.

What is balance between promoting commerce and protecting resources. Recover doesn't address species that aren't critical but need to be maintained.

3 for expand knowledge is too broad. We should talk about expand environmental knowledge.

Whole notion of atmosphere is omitted in talking about savvy public. We should make it so that it captures it.

Talk on Measures and Strategies:

Under number one, the ratio of coral bleaching does not capture what ought to be there. It should talk about live reefs and healthy ecosystems.

We might be having difficulty if a step is missing. Talking about goals to measures without priorities in-between is a big disconnect.

One difficulty is that we don't have any baselines for many of these measures.

Performance measure dealing with % of water meeting federal standards, It's important that measures are something intuitively identify with NOAA. Suggest measure aligned to habitat protection as opposed to water standards which is more EPA.

Measure on loss of life, there is great deal of interest in loss of life measure but not reasonable to extract our influence in that.

Oil spills not weather event even though they seem to be listed as such.

Would like measures that are ecosystem measures instead of parts of ecosystem.

E.G. Degree to which we fish the food chain.

On recover protect resources, the middle measure is number of pounds of catch annually. This should be clarified. Are we talking about protected species or fish catch?

When we get to measures, were talking about details that are important that they be looked at by technical experts who are more focused on the subject matter.

Are we supposed to focus over things that we have a lot of say and control or only measure that we are marginally affect these things.

There is room under expand knowledge that can talk about the basic inventory of what the global inventory is. We should reevaluate the gap between what were proposing to analysis and what we know. Identify baselines.

Reduce number of false alarms used as a measure in homeland security, more important measure would be the number of incidents regardless of the nature. The need for documenting vulnerability assessment that we do of NOAA facilities.

Under predict and mitigate impacts of weather, we should include public health events like heat, asthma.

NOAA economist is looking at how to calculate excess morbidity and mortality.

What's missing is assessment of climate and environmental change and where it fits within the structure as currently laid out. It might fit in some places but it's not clearly stated. It can go in expand awareness and knowledge.

Agrees with getting into measures as getting into too much detail. We need a guidance or framework to get to measures.

See lack of clarity within what we have. How do you achieve some of these measures?

We need guidance on how to develop useful measures.

Protect lives and property is narrow relative to mission of everyday routine weather forecast. This plan needs to make clear that it's important